NuSpark Media Group

ECOMMERCE OFFER EXAMPLES BY SEGMENT

Segment	Offer Tactic 1	Rationale 1	Offer Tactic 2	Rationale 2
All Customers	10% off next purchase	Encourage repeat purchases	Learn More	Increase engagement with updates
Guide Download Leads	Access to exclusive e-book	Provide valuable content	Explore More Guides	Guide leads through the funnel
New Customers	15% off first purchase	Incentivize initial purchase	Free Shipping	Reduce purchase barriers
Loyal Customers	Early access to new arrivals	Reward loyalty	Exclusive Discounts	Strengthen customer relationships
Inactive Customers	20% off limited time	Reactivate dormant customers	Special Discount	Create urgency for re-engagement
High-Spending Customers	Free gift with next purchase	Appreciate high-value customers	VIP Membership	Offer exclusive benefits
Budget-Conscious Customers	Weekly deals roundup	Highlight cost savings	View Deals	Showcase ongoing promotions
Customers Who Abandoned Carts	10% off on abandoned items	Recover lost sales	Resume Order	Remind customers to complete purchase
Frequent Buyers	Loyalty points bonus	Reward frequent purchases	Buy Again	Encourage continued engagement
Past Buyers of Product X	15% off related items	Promote complementary products	Buy Now	Drive cross-sell opportunities
Event Attendees	Free entry ticket	Attract attendees to events	Register Now	Increase event participation
Feedback Providers	Chance to win a gift card	Incentivize feedback	Provide Feedback	Improve customer experience